



Producer: MD/BL  
Project: FCC – RADIO SCRIPT  
Title: “Stay Tuned In”  
TRT: :60  
Date: 5/14/09 FINAL VERSION

## VIDEO

## AUDIO

Energetic/Patriotic MUSIC under throughout

Dead signal “SNOW” sound

Back up on MUSIC

VOICE OVER (friendly, upbeat but “urgent” announcer voice):

**DOES YOUR TV USE AN ANTENNA?**

**THE RABBIT-EARS OR ROOFTOP KIND?**

**IF SO, ON JUNE 12<sup>TH</sup>, 2009, YOUR TV  
MAY BE IN DANGER OF *TUNING OUT*.**

**THAT MEANS YOU CAN’T WATCH ...**

**... YOUR FAVORITE SHOWS.**

**... TODAY’S NEWS.**

**... THE LOCAL WEATHER.**

**... YOUR FAVORITE SPORTING EVENTS.**

**... IF YOU DON’T ACT FAST.**

**DIGITAL TELEVISION IS COMING  
NATIONWIDE ON JUNE 12<sup>TH</sup> ...**

**... AND IT’S EASY TO TURN IT ON IN  
YOUR HOME.**

**JUST CALL 888-CALL-FCC ...**

**... TO TALK TO SOMEONE ABOUT THE  
SIMPLE STEPS YOU CAN TAKE ...**

**... TO TURN ON DTV AND STAY TUNED  
TO THE PROGRAMS YOU LOVE BEST.**

**SO PICK UP THE PHONE NOW...**

**... AND DIAL 1-888-CALL-FCC.**

**IT MAY TAKE A DTV CONVERTER BOX ...**

**... BUT THEY'RE AVAILABLE IN YOUR  
AREA.**

**THAT'S 888-CALL-FCC**

**IT'S EASY TO MAKE THE CHANGE ...**

**... BUT YOU MUST CALL NOW.**

**SO YOU CAN KEEP YOUR TV ...**

**... *TUNED IN.***

**THIS MESSAGE WAS FURNISHED BY  
THE FEDERAL COMMUNICATIONS  
COMMISSION.**